# 1968 Kansas City Chiefs Run Offense

Hank Stram

### BUILDING AN INSIDE ATTACK

By Hank Stram - Kansas City Chiefs

### OFFENSIVE FORMATIONS

- Great number of formations, but limited number of plays.
- We create variety and diversify our attack by increasing the number of formations, rather than increasing the number of plays.
- ₿. Formation Variations
- Red Right X

× 0

P 0

1, Even Spacing

3, 2, 12, 14, 2, 5°0

2. Odd Spacing

D. ASSIGNMENTS

1. Based On Rule Blocking

E. BACKFIELD ACTION

2. Bases on Series

A. Teen - Dive

B. Twenty - Smith Ribby

G. Thirty Charbunk
D. Forty

B. Fifty - Rown

F. Sixty - Tow- Tree

1 6

F. KINDS OF INSIDE RUNNING ATTACK

1. Power

2. Slant

3. Counter

4. Cross Buck

5. Quick

1				ъ.	<b>Comment</b>		
54 MIKE JACKS O	FLANKER	H.B.		E BACKS O	FLANKER	нв	
1	F.B.	OUTSIDE ENDS BLOCK	#0	1 54 MIKE	F.B.	OUTSIDE ENDS BLOCK	= 0
FORNATION	н.в.	BALL CARRIER		FORMATION	H.B.	BALL CARRIER	
	TITE END	ON-IN-LB	*		TITE END	ON-IN-LB	and a
	STRONG TACKLE	MLB-LB-IN	1-10		STRONG TACKLE	MLB-LB-IN	1-0
	STRONG GUARD S	ON -I N-MLB WLB	= \\ \frac{1}{2} \\ \		STRONG GUARD	ON-IN-MLB WLB	1-0 LO
	CENTER S	ON-BLOCK AWAY	n 3 10 10		CENTER	ON-BLOCK AWAY	, 3 m, 0
×	WEAK GUARD	PULL	# 0		WEAK GUARD	PULL	
X LIUIL BIGHT X	WEAK TACKLE WI	SHUT OFF (OK) D.F. (SEAL GAP 8)	·	I RIGHT X	WEAK TACKLE W	SHUT OFF (OK) D.F. (SEAL GAP 8)	•
FORNATION	PLIT END	D.F.		FORMATION	SPLIT END	D.F.	

FORMATION RED LIGHT X	ON 54 MIKE AF
WEAK GUARD CENTER STRONG GUARD STRONGTACKIE TITE END 11B	FR FLANKER
D.F. D.F.(SEAL TRAP (MLB 30-40 ON-IN-MLB MLB-LB-IN ON-IN-LB RALL CARRIER FAKE GAP 8)	ER FAKE LB SAFETY LHR
	general general teacher de selection de sele
	ang
The state of the s	
W FINE EXC	ang
FORMATION RED RIGHT X FORMATION 14	ON 14 BEHIND MIKE TRAP
WEAK GUARD CENTER STRONG GUARD STRONGTACKLE TITE END HB	FB FLANKER
D.F. D.F. (SEAL TRAP (MLB 30-40 ON-IN-MLB MLB-LB-IN ON-IN-LB BALL CARRIER FAK GAP 8) SERIES) WLB	SAFETY SAFETY
Sally The	
	takuwanawa ahifi gu uzuruha gunu da uwiliyah
	ine

×	_		70 C C C C C C C C C C C C C C C C C C C		FORNATION	S4 MIKE	d)
TACKLE WEA	ON-E	STRONG GUARD	STRONGTACKLI	TITE END	HB	FB	FLANKER
D.F. (SEAL TRAP GAP 8)	(MLB 30-40 SERIES)	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	MALL CARRIER	FAKE-LB LHB	SAFETY
				*			
**	<b>S</b>			In	ಷ್		
*	3 mg	Z HT	TREAT		1		
)	0	x o o			-0		
BROWN RIGHT X					FORMATION	34 MIKE	TRAP
WEAK TACKLE WEAK GUARD	D CENTER	STRONG GUARD	STRONGTACKLE	TI TE END	IIB	FB	FLANKER
SHUT OFF(OK) D.F. (SEAL TRAP GAP 8)	ON-BLOCK AWAY (MLB 30-40 SERIES	ON-IN-MLB WLB	MLB-LB-IN	ON-IN-LB	BALL CARRIER	FILL	SAFETY
				4			
=	×		•,	S	<b>±</b>		
	3	24 ET E	7 F. C.				
•		ofa	\		0	•	
		M	1	V V U	· · · · · ·		

		<del></del>										
ACKS	FLANKER	SAFETY				BACKS	TITE END	ON-IN-LB				
ION 54 MIKE	F.B.	BALL CARRIER				54 MIKE	FB	SALL CAŘRIER				
FORNATION	н в	OUTSIDE ENDS BLOCK	<u>ن</u>			FORMATION	Е нв	OUTSIDE ENDS BLOCK				
	TITE END	ON-IN-LB	A N				STRONGTACKLE	MB-LB-IN		¥		
	STRONGTACKLE	MLB-LB-IN	, vp	110	9		STRONG GUARD	ON-IN-OUT LB	+	7	110	
	STRONG GUARD	ON-IN-OUT LB	<b>\</b>	1-10 P			CENTER	ON-MLB-WLB D.F.		~	1 HO HO	18
	CENTER	ON-MLB-WLB D.F.		3	- <b>3</b>		VEAK GUARD	ON-IN-OUT WLB	٨	ч	10 m0	
	WEAK GUARD	ON-IN-OUT WLB	**	\0	QB. Renzer Rivida		WEAK TACKLE	D.F.		~		
BLUE RT X	WEAK TACKLE	D.F.			QB.	BROWN LEFT	SPLIT END	D.F.		<b>4</b>	. V	
FORNATIO	SPLIT END	D.F.		and the second and any and any and any and any and any any and any any and any any any any any any any any any		FORMATION	TANKER	C C		in State of the St	and a second	. 444, 5 ,

ONNALITON	RED R.F. X						FORMATION	56 POWER	SR LEAP
PLIT END	EAK TACKLE	WEAK GUARD	CENTER	KTRONG GUARD KT	TRONG TACKL	TITE END	IIB	FB	LIANKER
D.F.	SHUT OFF(OK) D.F.(SEAL GAP 8)	TRAP	ON-BLOCK AWAY (ALB 39-40SERI	IN-MLB-WLB	IN-LB	MLB-LB	BALL CARRIER	SLB	SAFETY
						a-	<b>A</b> -		
		土	<b>√</b>	4		12		w <u>*</u>	
			3	The Tay	TZZ (III)	1			
		•	)	なる	b c	0	_		
			as Penus Rivota	hor					
FORMATION	BROWN RT X						FORMATION	36 TRAP	AP
PLIT END	WEAK TACKLE	WEAK GUARD	CENTER	TROMG GUARD	STRONGTACKLE	TITE END	HB	FB	FLANKER
U F	SHUI UFF(UK) D.F.(SEAL GAP 8)	TRAP	ON-BLOCK AWAY (FLB 30-40SERIES)	S) WLB	MLB-LB-IN	DRAG OUT	BALL CARRIER	FILL.	SAFETY
					•		N		
		1	<b>√</b>		-		\		
		:5		-	2	4		ಕ	
	٠		3	7			Ž		
		9		2000		6		ور	
		o		fo	7			,	
		Front Land offe	7	estimate de la constitución de l			Ŋ. G.		1 . 3 eventum

Grand-Fulle-HB Beech man somyony --- 7B peitle Author Pour off it --- HB gran into 7. Cit

	FORMATION 58 GET	
SPLIT END WEAK TACKLE WEAK GHARD CENTER STRONG GHARD STRONGTACKLE TITE END HB FB	FB FIANKER	
ON-D.F. SLB	CARRIER	
* * * * * * * * * * * * * * * * * * *		
S TANK SE		
* Wanter squared to go into the the MEB as require we as possible.		salkyndi keeskilisisistee syytee sii kasaistaa ja kiraasistaa ja kiraasistaa ja kiraasistaa ja kiraasistaa ja ,
FORMATION 38	1	1
SPLIT END WEAK TACKLE WEAK GUARD CENTER STRONG GUARD STRONGTACKLE TITE END HB FB.	FB · · FLANKER	T
ON-WLB-D.F. ON-OUT-WLB GET-MLB BLOCK AWAY ON-IN-OUT ON-OUT-IN ON-D.F. FAKE BALL CARR LB LB	CARRIER	
		T
TO TO THE		

# BUILDING A PRO TYPE PASSING ATTACK

12 /

Hank Stram - Kansas City

A Pro Pass Offense must have great flexibility and variety to be effective. That is why we employ multiple protection and patterns. Our passing attack is based on the following:

A. Quick Passes

B. Pocket Passes

C. Play Passes

D. Roll Cut Passes

2. Types Of Protection

. Semi Aggressive

B. Aggressive

C. Passive

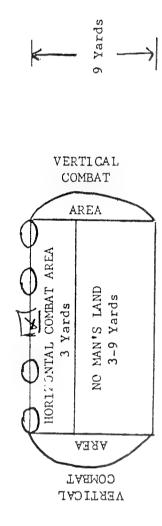
D. Slide

3. Protection Principles Based On Keeping Rushers In

A. COMBAT AREA and From Penetrating NO MAN'S LAND

#### Protection Areas

- The HORIZONTAL COMBAT AREA extends from the Line of Scrimmage 3 yards deep with the outside shoulders of the Tackles making the outer edge of the area.
- The VERTICAL COMBAT AREA extends from the Line of Scrimmage 9 yards deep with the outside shoulders of the Tackles making the inner edge of the area, m
- NO MAN'S LAND is 3-9 yards deep with the outside shoulders of the Tackles again making the outer edge of the area. ပံ



۳°	Anker	llitch 6	<u> </u>	Tain to ontinels after eath
	FB	Set Aggressive Sl.B		صدادور
	HB	Set Aggressive WLB		Turnt
	Tite End	Or Post		<b>4</b>
	Strong Tackle	Set Aggressive On-OutIn	N 101 10	
	Strong Gald	Set Aggressive On-In-Out	= 1340mm, ++01 1010mm,	
erns	Center	Set Aggressive On-MLB-Help	N MAN	
Rules and Diagrams for Ouick Patterns	Weak Guard	Set Aggressive On-		rns
d Diagrams f	Weak Tackle Weak Guard	Set Aggiessive On-Out-In		A. Alternate Patterns
5, Rules ar	Split End	Hitch 6	Constalled Sec.	A. A11

1. Hitch

2, Hitch and Go

there > 3. Square Out

Slant f. Howlast to teach

\* Bucker will run short card of Loss chap fact soil of After

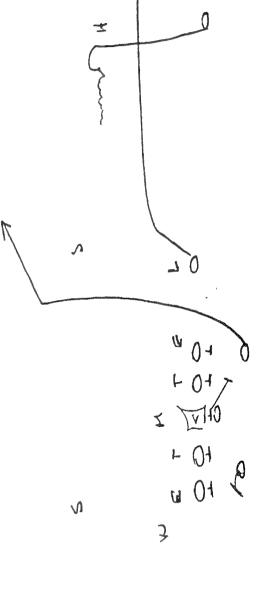
Right - Right - left - right - left right let \* 08 - They - left - right - left thouse

Griech Robean

Post Flanker Flanker 10-12 Check 1-2 Check 5-6 FB WLB 5-12-K Check 1-2 Circle X Junite Ch. by Many SLB Tite End Drag 4-7 Tite End Quick Post Strong Tackle Strong Guard Strong Tackle On-Out-In + On-Out-In n 04 ш Он 17 04 1- 04 1- 04 Strong Guard On-In-Out On-In-Out On-MLB-Help On-MLB-Help 1 Center Center Three Man Patterns - Backs Weakside lee Man Patterns - Backs Divide On-In-Out On-In-Out Weak Tackle Weak Guard Weak Guard 12-18-51 Weak Tackle On-Out-In On-Out-In Ł 3 (38 oct ug Split End Split End Rt or Lf Lf or Rt 15-18 12-14

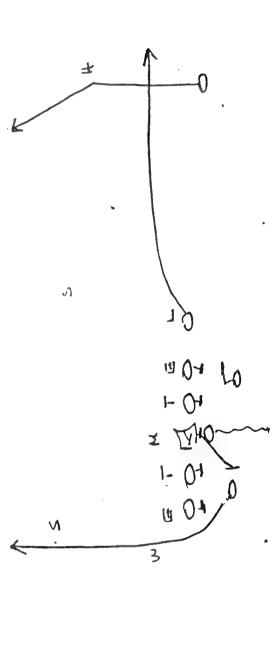
and Diagrams for Pocket Passes

Flanker	3 Check 1-2 Curl 12-14 5-6
FB	WLB Check 1-2 5-6
HB	Flat 1-3
Tite End	Flag 20-25 Flat 1-3
Strong Guard Strong Tackle Tite End	On-Out-In
Strong Guard	On-In-Out
Center	On-MLB NeIp Strong
Weak Tackle Weak Guard	On-In-Out
Weak Tackle	On-Out-In
Split End	Rt or Lf 15-18



Four Man Pattern - Weakside

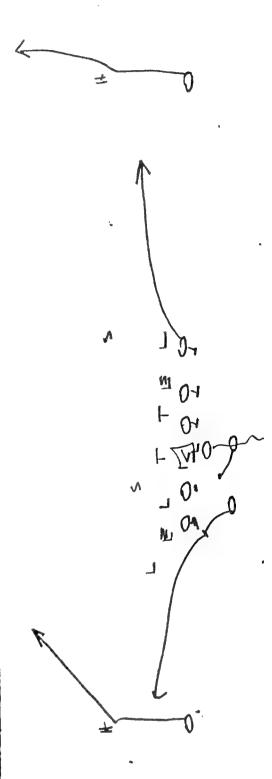
	-	
·	Flanker	Post
	FB	WLB Circle Check 5-6
	HB	Circle
	Tite End	LB Drag 4-7
	Strong Guard Strong Tackle Tite End   HB	
	Strong Guard	On-In-Out On-Out-In
	Center	On-MLB-Help To Call
akside	Weak Guard	On-MLB-H On-In-Out To Call
Four Man Pattern - Weakside	Weak Tackle Weak Guard	On-Out-In
D. Four Man	Split End	Lf or Rt 12-14



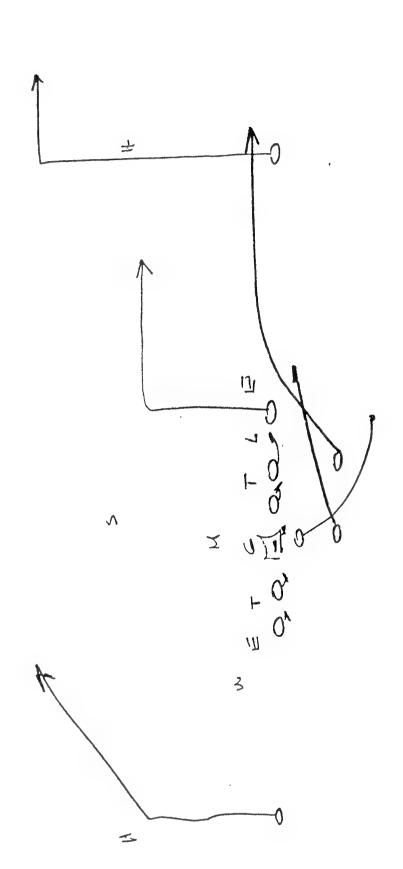
. 9

End WB W			
On-Out-In On-In-Out Help Away On-In-Out On-Out-In Up From Call S	Tackle Tite End HB	FB	Flanker
20 1-04 Miles 12	LB Up	B il Circle	ďn
3 1-04 1-04 1-04 1-04	<del></del>	4	
1-0-0-1-0-1-0-1-0-1-0-1-0-1-0-1-0-1-0-1			
1- 0- 1- 1- 0- 0- 1- 0- 0- 1- 0- 0- 0- 1- 0- 0- 1- 0- 0- 1-			
	2/2	<b></b> 0	

Post On-Out-In On-In-Out Help Away On-In-Out On-Out-In Drag Out WLB Safety From Call	Split End	Split End Weak Tackle	Weak Guard	Center	Strong Guard	Strong Guard Strong Tackle Tite End	Tite End	HB	FB	Flanker
On-Out-In On-In-Out Help Away On-In-Out On-Out-In Drag Out WLB From Call F-1 Flat 1-3				On-MLB			LB			
From Call	+000	On Out-In	On-In-Out	Heln Away		On-Out-In	Drag Out	WLB	Safety	
	, , ,	117-250-110		From Call			4-7	Flat 1-3	Check 5-6	Пp



ay On-In-Out On-Out-In Rt or Lf Flat 1-3 Agg	1. 1. 1.	11-01- Theoleto	Linele Cuerd	000000	10 + 0 10 10 10 10 10 10 10 10 10 10 10 10 1	0+ 2021, 7 20210	17: + C End	1112	0.01	Dlonkon
On-Out-In On-In-Out Help Away On-In-Out On-Out-In Rt or Lf From Call LB LB 12-15	Spir End	weak lackle	weak oualu	Center	Strong Guard	SCIULIE I ACKIE	וזרפ בוות	an a	L D	ranner
On-Out-In On-In-Out Help Away On-In-Out On-Out-In Rt or Lf From Call LB LB 12-15				On-MLB-						
1 LB LB 12-15	Post	On-Out-In	On-In-Out	Help Away	On-In-Out	On-Out-In	Rt or Lf	Flat 1-3	Aggressive	Rt or L
				From Call	LB	LB	12-15		SLB	20-25



## BUILDING AN OUTSIDE ATTACK

Hank Stram - Dallas Texans

We make teams respect and stop our outside running -- and feel that it is imperative for offensive success,

Running Backs - 3/2 to 4 yels punde Lin

A. Kinds of outside running.

1. Power sweep

Cross buck sweep 2.

3, Quick toss

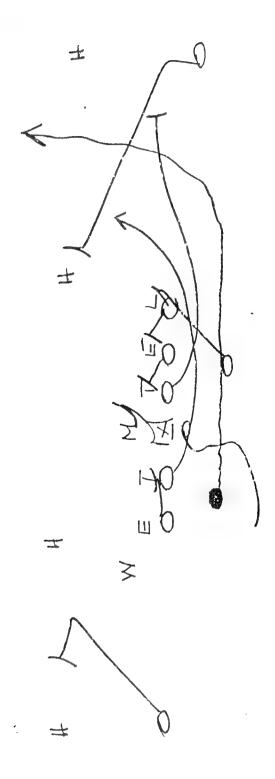
4. Option (we do not feature this play, but had outstanding success at Notre Dame and Miami).

- stance rether than knuckles first perso receive second Light End Rules and diagram of Power Sweep -- Flanker Side. But over or Much By the tickle P.M Black - Must get the

لمعلى	kes tim s	15 the th	of interthe	Test and - alwate letter high into the LB then takes him entern	Buch - Rough	前		stance 1 12 12	tele Samood strawe
<u> </u>				Mary Kark					
	H.B.	ends block		Use a long		over			
	Safety	inside	outside	in	Pull	block	Pull	Seal	DF
	Strong	1st man	hook on	MLB-LB		no			
	Flanker	Back	End	Tackle	Guard	Center	Guard	Tackle	Weak End
			Strong	Strong	Strong		Weak	Weak	

1.5.1 A. of Harber (Imperstrust)

First number refers to Service numbering System 52 Pop 40



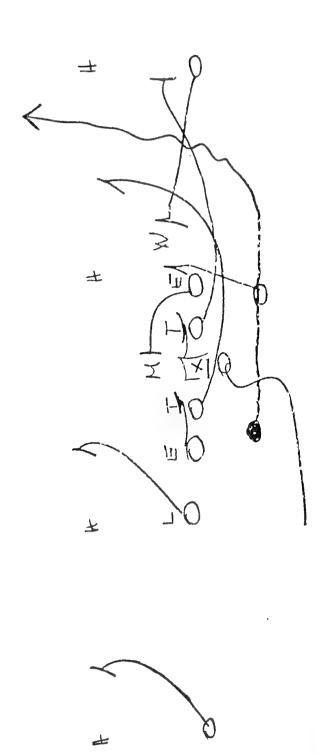
Center and Tackle can switch assignments if Center has trouble with over block,

HB and Tight End can switch assignment if HB has trouble blocking Defensive End.

QB must carry out bootleg fake.

Coaching Points:

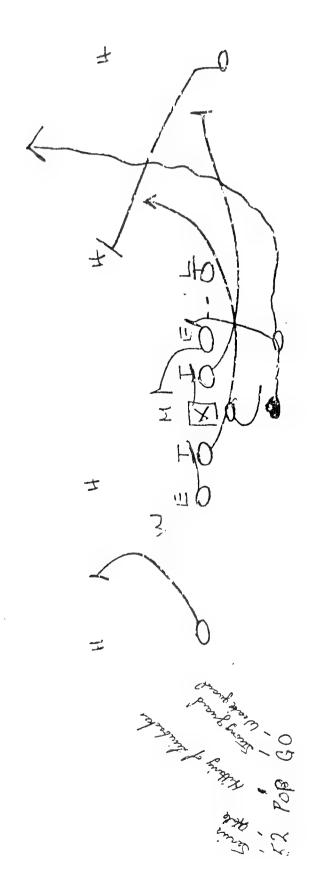
u ougenera of recuired as in a 3 quint at times along side line better to run a glack the. B.



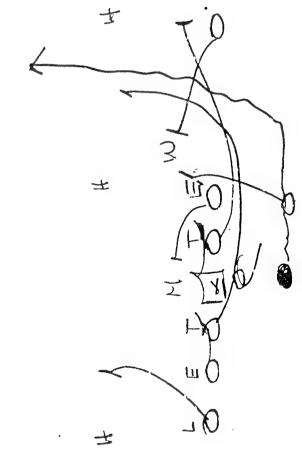
1/ Don't get Split-end to wide - Must be able to get weak lisabacken - Come straight down the line of recimings - to under control 31 Conceed the tall from the way you running

**.** 

ę



Coaching Points



Coaching Points

C. FULL BACK SWEEP -- SPLIT END SIDE

3, Rules and Diagram of Cross Buck Sweep -- Flanker Side,

CenterGuardTackleEndBackonblockPullPull LBin-LBweakoverover		Weak	Weak		Strong	Strong	Strong		
ononPull LBin-LBweakDFPullPull LBin-LBtackle	eak End	Tackle	Guard	Center	Guard	Tackle	End	Back	Flanker
	DF	DF	Pull	on block over	Pull	Pull LB	in-LB	weak tackle	Strong Safety H.B.

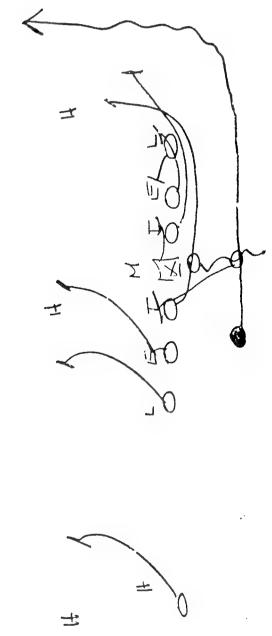
32 X GO

G. Streng Sue al pull 30 derie 2 Koh X Split enl

\_\_\_ 3

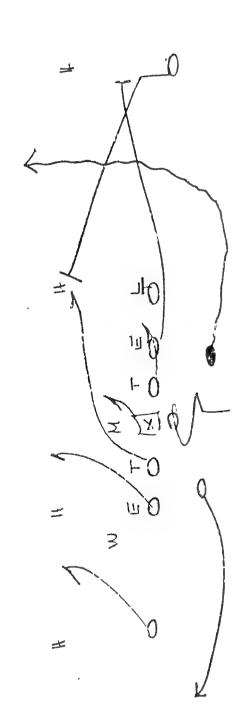
Coaching Points:

Tackle pulle-got some degth out try to high LB 5. Guess - degth very important - feith out corner book



Coaching Points:

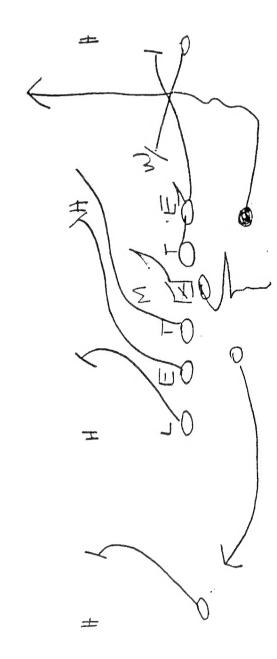
	Weak	Weak		Strong	Strong	Strong		
Weak End	Tackle	Guard	Center	Guard	Tackle	End	Back	Flanker
			no	block				
DF	DF	DF	MLB DF	over	Pull	hook on	fake	Strong
			over			outside	away	Safery
								11.18.



Coaching Points:

Fackle must get depth - block Count book out -

6

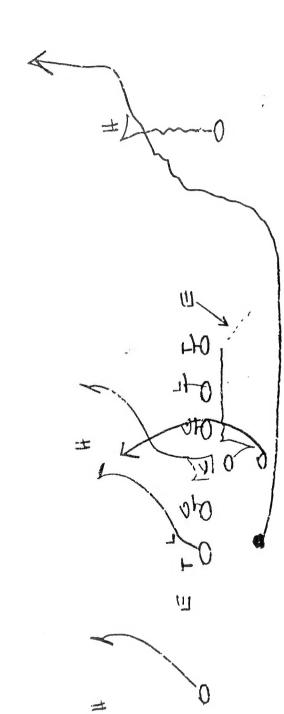


Coaching Points:

Rules and Diagram of Inside Belly Option vs Eight Man Front Flanker Side.

5

	Weak	1.7 - 2.1						
1	2	WEAK		Strong	Strong	Strong		
weak End	Tackle	Guard	Center	Guard	Tackle	End	Back	Flanker
		on-in-out	on MLB	on-in-out	on-in-out		fake out-	
DF	DF	Peel	DF	LB	LB	on-in-LB	side	1113
							leg Guard	
							)	



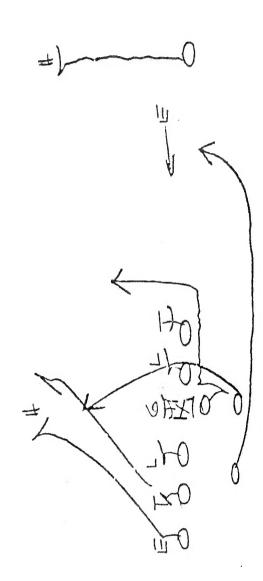
Coaching Points:

9 Rules and Diagram of Inside Belly Option vs Nine Man Front Flanker Side.

	, CD (can							
	side leg Guard	DF	LB	LB	on-MLB-DF	Peel	DF	DF
	fake out-	ηo	on-in-out	on-in-out		on-in-out		-
Flanker	Back	End	Tackle	Guard	Center	Guard	Lackie	Weak End
		Strong	Strong	Strong		Weak	1 20	

Coaching Points:

Pitch man 4'2 ydo deep from QB, at all times



土

Coaching Points: